

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re

Application of: WILSON, Joseph

Examiner: N. Boveja

Application No.: 10/669,791

Group: 3622

Filed: September 25, 2003

**For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING
AUDIENCE MEMBERS**

Attorney Docket #: 54820-00602

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the final Office Action dated January 5, 2009, Applicant respectfully requests reconsideration of the rejections made in view of the following amendment and response. This amendment and response is accompanied by a request for continued examination. A listing of the claims begins on page 2 of this response and Applicant's remarks begin on page 10.